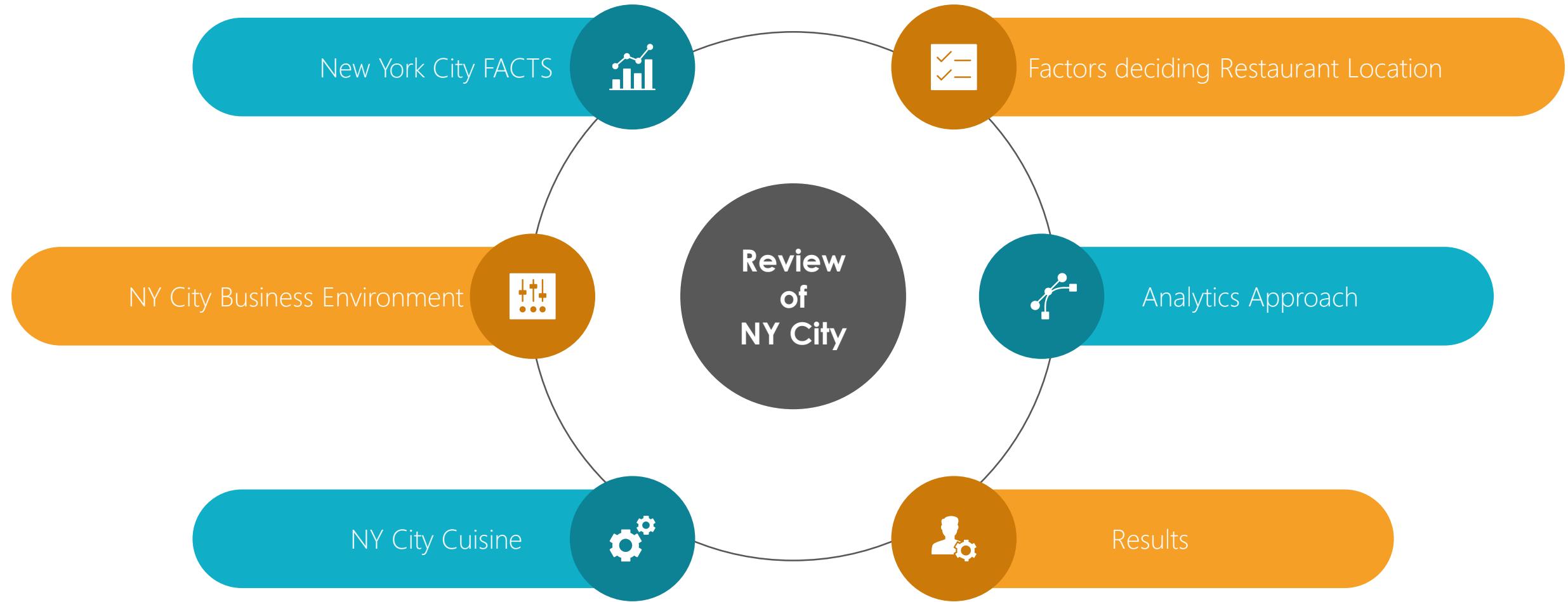


The Battle of Neighbourhood XYZ Company Ltd.

City Analysis



Introduction



NY CITY REVIEW

City Review for NY City.



OPTIMUM LOCATION

Location for new
Restaurant Business



BUSINESS PROBLEM

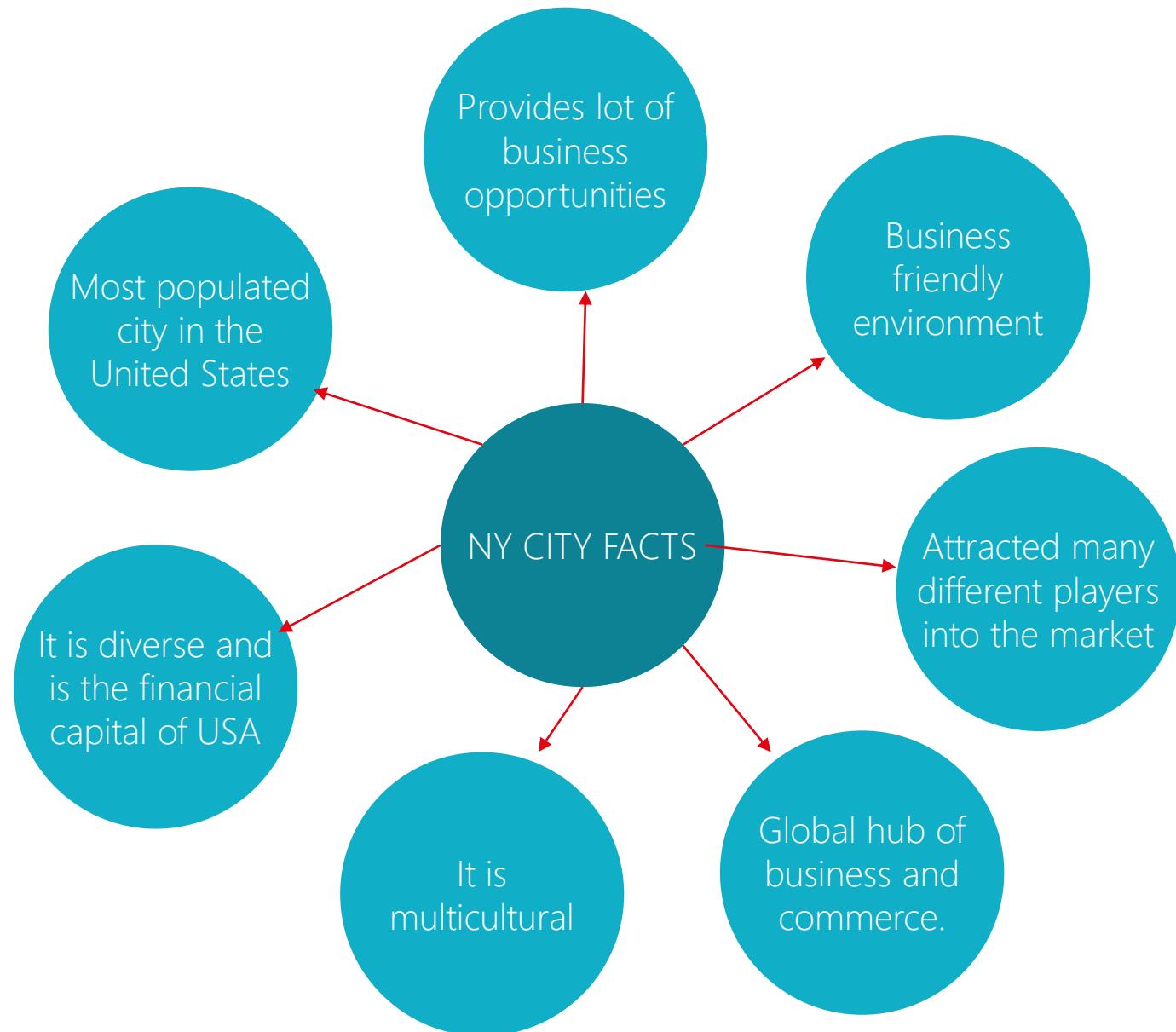
Choice of first
neighborhood to start
restaurant business
Easy to replicate
Low competition
High demand
Choice of Menu



Success Criteria

Best neighborhood
which meets the above
criteria

New York City Facts



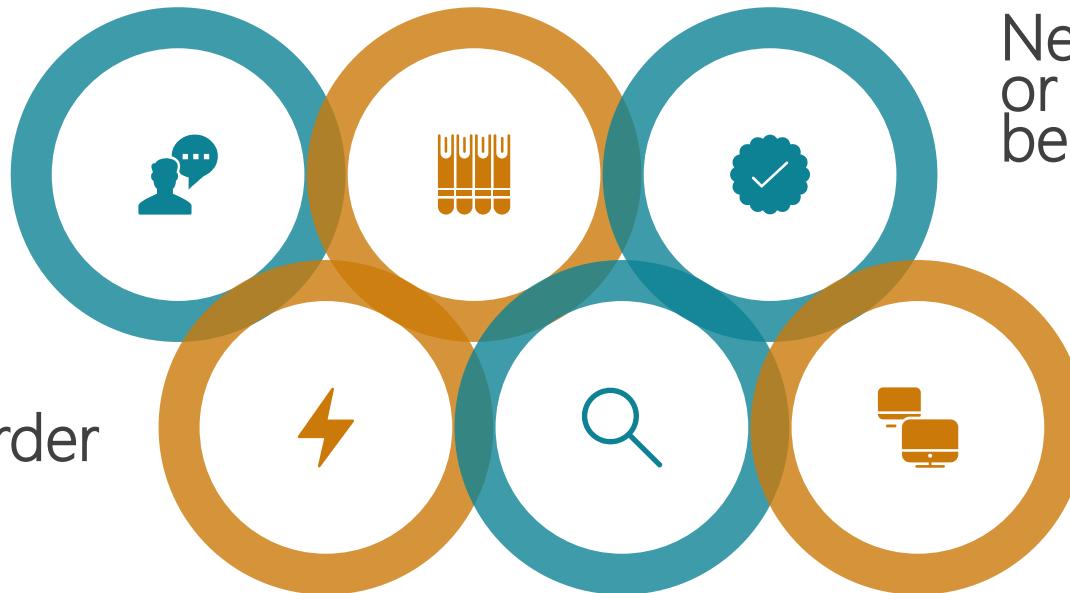
The city is a –
Major center for banking and finance, retailing, world trade, transportation, tourism, real estate, new media, traditional media, advertising etc. in the United States.

New York City Business Environment

Market is highly competitive

One should strategically targeting the market in order to Reduce business risk.

The Return on Investment will also be reasonable..



New business venture or expansion needs to be analyzed carefully.

Highly developed city so cost of doing business is also one of the highest

NEW YORK CITY

CUISINE

- › The City of New York is famous for its excellent cuisine. Its food culture includes an array of international cuisines influenced by the city's immigrant history.
- › Central and Eastern European immigrants, especially Jewish immigrants - bagels, cheesecake, hot dogs and delicatessens.
- › Italian immigrants - New York-style pizza and Italian cuisine
- › Jewish immigrants and Irish immigrants - pastrami and corned cakes
- › Chinese and other Asian restaurants, sandwich joints, trattorias, diners, and coffeehouses are ubiquitous throughout the city
- › Mobile food vendors - Some 4,000 licensed by the city
- › Middle Eastern foods such as falafel and kebabs examples of modern New York street food
- › The city is home to "nearly one thousand of the finest and most diverse haute cuisine restaurants in the world", according to Michelin.
- › So it is evident that to survive in such competitive market it is very important to strategically plan

NEW YORK CITY

FACTORS INVOLVED IN DECIDING THE RESTAURANT LOCATION

- › New York Population.
- › New York City Demographics.
- › Are there any Farmers Markets, Wholesale markets etc. nearby so that the ingredients can be purchased fresh to maintain quality and cost?
- › Are there any venues like Gyms, Entertainment zones, Parks etc. nearby where floating population is high etc.
- › Who are the competitors in that location?
- › Cuisine served / Menu of the competitors
- › Segmentation of the Borough
- › Untapped markets
- › Saturated markets etc The list can go on...

DATA PREPARATION

Dataset : Neighborhood has a total of 5 boroughs and 306 neighborhoods.

In order to segment the neighborhoods and explore them, we will essentially need a dataset that contains the 5 boroughs and the neighborhoods that exist in each borough as well as the latitude and longitude coordinates of each neighborhood.

This dataset exists for free on the web. Link to the dataset is :

https://geo.nyu.edu/catalog/nyu_2451_3457

	Borough	Neighborhood	Latitude	Longitude
0	Bronx	Wakefield	40.894705	-73.847201
1	Bronx	Co-op City	40.874294	-73.829939
2	Bronx	Eastchester	40.887556	-73.827806
3	Bronx	Fieldston	40.895437	-73.905643
4	Bronx	Riverdale	40.890834	-73.912585

Let's make sure that the dataset has all 5 boroughs and 306 neighborhoods.

ANALYTICS APPROACH

New York city neighbourhood has a total of 5 boroughs and 306 neighborhoods

New York city neighbourhood has a total of 5 boroughs and 306 neighborhoods

PART 1 - Clustering of Manhattan and Brooklyn

PART 2 - Clustering of Bronx, Queens and Staten Island.

Only restaurant data is filtered from foursquare.com venues data and utilized for this project.

RESULT

PART 1 - Brooklyn and Manhattan

Segmentation and Clustering Neighborhoods

Cluster 0 : The Total and Total Sum of cluster 0 has smallest value. It shows that the market is not saturated.

Cluster 1 : The Total and Total Sum is very high. Lot of competition. Saturated neighborhoods.

PART 2 - Bronx, Queens and Staten Island

Segmentation and Clustering Neighborhoods

Cluster 0 : The Total and Total Sum of cluster0 has smallest value. It shows that the market is not saturated.
There are untapped markets.

Cluster 1 : The Total and Total Sum is very high. Lot of competition. Saturated neighborhoods.

DISCUSSION

Scope to explore cuisines of various countries in Bronx, Queens and Staten Island

In Manhattan and Brooklyn restaurants , cuisines of many countries are part of their Menu. Risk can be taken with great menu on board. It also shows people love and explore cuisines of various countries.

Scope to increase Farmers markets in Bronx, Queens and Staten Island.

Region - Cluster 0

Neighborhood – Staten Island – Tod Hill, Port Ivory, Bloomfield

CONCLUSION

Analysis performed on limited data.

Re-run program with updated information.

Brooklyn and Manhattan has high concentration of restaurant business. Very competitive market.

Bronx, Queens and Staten Island also has good number of restaurants but not as many as required. So this can be explored.

As per the neighbourhood or restaurant type mentioned like Indian Restaurant, analysis can be checked. A venue with lowest risk and competition can be identified.

Thank You